

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
SPECIAL BOARD MEETING  
MINUTES**

April 17, 2013 – 2:30 pm  
in the DOMB Board Room  
33 Mississaga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

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Present: Sarah Valiquette-Thompson, Helen DiPardo, Mariano Tulipano, Bob Willsey, Susan Willsey, Nick Rasetta, Ron Spencer, Eric Cathcart, Councillor Pete Bowen  
Regrets:

Also Present: Allan Francoz, Michael Knight, Aaron Shoemaker (staff) Lisa Thomson-Roop (staff)

**1. Open Session**

**2. Chair – Sarah Valiquette- Thompson**

**3. Call to Order – 2:40pm**

**4. Approval of Agenda – Carried as amended. Moved 15. Deputation Motions to immediately after 6. Deputations.**

Bob Willsey noted Allan Francoz and Micheal Knigh were addressing the board as members of the BIA not as the Parking Advisory Committee.

**5. Disclosure of Interest - Nick Rasetta - Parking Advisory – Moe’s Patio Application as he is the owner of the business. Councillor Pete Bowen declared on Beatles as he’s an organizer.**

**6. Deputations**

a. Gated Parking Systems - Allan Francoz, Michael Knight – Here as concerned members of the BIA.

Requesting the DMB organize a public forum on gated parking to gauge support of both BIA members and public.

Suggested DMB split the cost of the public forum with Parking Advisory.

**7. Deputation Motions (*moved up on the agenda as amended*)**

a. Gated Parking Systems

**Motion 1**

**Moved: Mariano Tulipano**

**Seconded: Nick Raseta**

**“THAT the Downtown Orillia Management Board spearhead a public forum to gauge BIA member and public support. Not to exceed \$1000.”**

**Carried.**

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**8. Minutes**

March 19, 2013 - Carried

**9. Closed Session**

- a. Motion to move into Closed Session

**Motion 2**

**Moved: Helen DiPardo**

**Seconded: Ron Spencer**

**THAT, pursuant to Section 239(4) of the Municipal Act, 2001, S.O. 2001, c.25, notice is hereby given that the Downtown Orillia Management Board intends to hold a closed session meeting in the Downtown Orillia Management Board boardroom to deal with matters pursuant to Section 239(2) (d) of the said Act (Personnel Matters)  
Carried.**

- b. Closed Session Items  
Personnel Matter- Re: Staff Contracts
- c. Motion to rise and report to Open Session

**Motion 3**

**Moved: Bob Willsey**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board rise and report to open session.”  
Carried.**

**10. Open Session**

**11. Motions arising from Closed Session Discussions**

**Motion 4**

**Moved: Nick Raseta**

**Seconded: Ron Spencer**

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**“THAT the Downtown Orillia Management Board re-new Rick Elliott’s and Chris Lee’s contracts until March 31, 2015 to include an increase of 3 per cent in 2013 and 3 per cent in 2014.”**

**Carried.**

*Direction: Manager to investigate the feasibility of sharing a pick-up truck with the City.*

**12. Correspondence – Information Items**

- a. Office of the City Clerk - DMB Representative for the EDC
- b. Development Services Department - Committee of Adjustment- Notices of Decision
- c. Department of Development Services Planning Division -By-law Amendment 40 West Street North
- d. Public Works Department-Municipal Consent for the Proposed Duct/Cable at 44 Mississaga East
- e. Development Services Department - Committee of Adjustment Notice of Public Hearing
- f. Office of City Clerk - Follow the Sun - Way Finding Signage to Downtown Orillia

*Accepted as information. Carried*

**13. Correspondence – Action Items**

- a. Public Works Department - One-Way Street and Active Transportation Lane - Mississaga Street

**Motion 5**

**Moved: Nick Raseta**

**Seconded: Eric Cathcart**

**“THAT the DMB is not supportive of a one way street but does recognize the importance of Active Transportation and is willing to appoint a member to a city adhoc committee to explore the issue further.”**

**Carried.**

*Direction: Should that committee be formed, Ron Spencer is willing to be the DMB rep.*

- b. OMAH & Youth Centre – Downtown Murals

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**Motion 6**

**Moved: Bob Willsey**

**Seconded: Eric Cathcart**

**“THAT the Downtown Orillia Management Board support OMAH’s and the Youth Centre’s Downtown Orillia Mural Initiative.”**

**Carried.**

**14. Reports**

- a. Financial Report -

**Motion 7**

**Moved: Eric Cathcart**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board pay all financials dated prior to April 17, 2013.”**

**Carried.**

- b. Recreation Facility

Councillor Bowen updated Board as to where the David H Facility is in the process. May 22 - 23<sup>rd</sup> Council will set priorities for spending money.

- c. Events Committee

- Mississaga Street Mania Update - Rib tasting

- Movies In the Square - 3 movies in the square on Thursday nights in the summer.

**Motion 8**

**Moved: Bob Willsey**

**Seconded: Helen DiPardo**

**“THAT the Downtown Orillia Management Board enter into a contract with Open Air Projections Inc to provide rental services for three (3) movies screenings in Market Square during the Summer of 2013 at a cost not to exceed \$5000.00 to be funded from the summer promotion budget. AND THAT staff be directed to seek sponsors to help offset the cost of the movies.”**

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**Carried.**

Mariposa Partnership – *Direction: Follow-up and book stage.*

Beatles Celebration – Councillor Pete Bowen left the meeting due to a conflict of interest. *Discussion. Defer decision to next meeting.*

- d. Marketing Committee  
- Downtown Directory Brochures -

**Motion 9**

**Moved: Mariano Tulipano**

**Seconded: Eric Cathcart**

**“THAT the DMB enter into a contract with Effigy Design to produce and print 20 thousand Downtown Directory Brochures for 2013 at a cost of 2259.85 plus HST, to be debited from the Spring, Summer and Fall promotions accounts.”**

**Carried.**

*Direction: Speak with Effigy to have the printing done by Impression House if it's cost effective.*

**Motion10**

**Moved: Helen DiPardo**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board purchase a ½ page ad in the Discover Orillia Guide at a cost of \$299.00 plus HST to be funded from the Spring Promotion budget.**

**AND THAT the ad has an online tracking feature of a promo code to enter to win a downtown dollar draw of 100 downtown dollars at the end of the summer.”**

**Carried.**

- e. Winter Carnival 2014 – Partnership

**Motion11**

**Moved: Ron Spencer**

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**Seconded: Nick Raseta**

**“THAT the Downtown Orillia Management Board partner with the Orillia Winter Carnival 2014.”**

**Carried.**

- f. Website:  
*Set up meeting with designers and board to discuss phase 2 and 3*
  
- g. Way-finding/Directory Signage Update  
*Signs approved by council, in production now. Staff is working with MTO on hwy 12/Tudhope signage. West Street TODS signs will be erected soon. Waiting for contract.*
  
- h. Billboards
  
- i. Spring Clean Up
  - Signboards/Murals on Vacant Buildings – Brownstone wall needs mural
  - For Lease Signs- *Direction: order signs with suggested changes*
  - Downtown Office Sign – in production and will be installed soon.
  - Welcome to downtown sign to go up at Complete Office after approval of Council. *Direction: Square off corners, otherwise design is good.*

**Motion 12**

**Moved: Eric Cathcart**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board request an exemption to the sign Bylaw to allow the placement of a Welcome to Downtown Orillia billboard sign on the Complete Office building at Matchedash and Mississaga Street East.”**

**Carried.**

**Motion 13**

**Moved: Bob Willsey**

**Seconded: Mariano Tulipano**

**“THAT the DMB purchase 10 for Lease Downtown Signs at a cost of \$22 plus HST per sign.”**

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**Carried.**

- j. Recruitment of New Businesses - Business License Report  
*Direction: Begin the process of a retail mix study for recruitment of businesses based on methods provided at conference.*
- k. Parking Advisory Committee –no report  
Patio Application – Nick Raseta declared a conflict of interest as he is the owner of one of the businesses seeking patio approval.

**Motion 14**

**Moved: Eric Cathcart**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board support Moe’s Tap and Wings and Brewery Bay’s Sidewalk Patio applications for the 2013 Spring/Summer season provided there are no modifications.”**

**Carried.**

- l. BIA Conference Update/Review  
Great conference receive some very valuable information. Downtown’s facing similar issues everywhere, in particular with absentee landlords.
- m. Farmers’ Market Ad Hoc Committee  
Ad Hoc committee will vote on the recommendation to Council at the end of the week.
- n. Transit Committee – no report
- o. Streets Alive! - 31 letters.
- p. Lakehead Update – Lakehead is a sponsor of the car show.
- q. Chamber Update -  
BA5 at Brewery Bay this evening

**15. Date of Next Meeting** –Tuesday May 21, 2013. –DOMB Board Room

**16. Adjournment – 5:30PM**